

R. J. REYNOLDS

Tobacco Company

R. C. Farmer
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To: Division Managers
Chain Account Managers

SUBJECT: 1994 Permanent Point-of-Sale - Savings

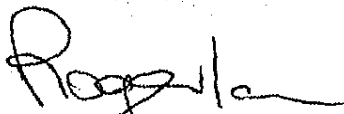
Attached for your review are remaining allocations of unordered Savings permanent point-of-sale for **DORAL & MONARCH** by Division.

National Status: 42% of DORAL items remain in allocation
(not ordered)
42% of MONARCH items remain in allocation
(not ordered)

Time is approaching (October) where 1995 budgets and PDI item selection will be forwarded to all Regions. It would be in our best interests to order and place remaining items before this 1995 selection process begins.

Your assistance is appreciated.

Sincerely,



R. C. Farmer
RCF:am
Attachment
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